STEPS TO CONDUCT A PHILANTHROPIC MARKET STUDY

- Signed agreement letter
  Specifics determined upfront: number of interviews, final report presentation, quantity of final written report, Pruehs personnel assignments, timeline, pricing

- Develop a study prospectus *(Pruehs with assistance from client)*

- Identify interviewee prospects *(Pruehs and client)*

- Develop study materials *(Pruehs)*
  Pre-study endorsement letter, interview confirmation letter, thank you letter

- Develop interview questions/guide *(Pruehs)*

- Pre-study endorsement letters sent *(Pruehs drafts/client sends)*

- Schedule interviews *(Client or Pruehs – determined in initial agreement)*

- Letters of confirmation and prospectus mailed/ emailed *(Pruehs)*

- Conduct interviews *(Pruehs)*

- Letters of appreciation sent *(Pruehs)*

- Tabulate responses *(Pruehs)*

- Analyze responses *(Pruehs)*

- Report writing and editing *(Pruehs)*

- Preliminary report presentation *(Pruehs)*

- Final report presentation and delivery *(Pruehs)*